[Company / Product] Fact Sheet

Updated: [Date]

At a glance

What it is	[One sentence]
Founded / launched	[Year]
Headquarters / location	[City, country]
Leadership	[Name, title; Name, title]
Team size	[Number or range]
Customers / users	[Who; number if public]
Markets	[Countries / regions]
Website	[URL]

What we do

[2–3 sentences in plain language.]

Key facts and figures

- [Fact with date and source]
- [Fact with date and source]
- [Fact with date and source]

Products / services

- [Name] — [one line]

Milestones

Date	Milestone
[...]	[...]

Recognition

- [Award / listing, year — optional]

Media contact

[Name, title, email, phone] · [Press kit link]

How to fill it in

- One page. Facts only — no adjectives, no opinions, no quotes.
- Every figure has a date ("as of June 2026") and can be backed up.
- Use the same numbers as in your press releases and website.
- Update the date line every time you change a fact.
- Write so a journalist can copy any line into an article as is.

What must not be in a fact sheet

- Marketing claims ("leading", "innovative") and superlatives.
- Figures without a date or not cleared for publication.
- Forecasts presented as facts.